



# SBDC International Trade Advising

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Export Forum

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**CLIMB** Center for  
Advancement  
Continuous Learning for Individuals, Management & Business



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your future.



# Export Readiness Assessment

Highlights characteristics common to successful exporters so small businesses can identify which areas to strengthen for export success

- Domestic sales doing well
- International marketing plan developed
- Production capacity available to fill export orders
- Financial resources available to support export activities
- Management commitment to exporting
- International customer service
- Product localization/modification/adaptation
- Knowledge of international shipping, methods of payment



# The Four International Trade Domains

“The Global Entrepreneur” by Jim Foley  
Certified Global Business Professional, NASBITE

- Global Management
- Global Marketing
- Supply Chain Management
- Trade Finance



# Sample Outline for an Export Plan

## *Table of Contents*

**Executive Summary** (one or two pages maximum)

**Introduction:** Why This Company Should Export

## **Part I**

Export Policy Commitment Statement

## **Part II**

Situation/Background Analysis

- Product or Service
- Operations
- Personnel and Export Organization
- Resources of the Firm
- Industry Structure, Competition, and Demand



# Sample Outline for an Export Plan cont'd.

## Part III

### Marketing Component

- Identifying, Evaluating, and Selecting Target Markets
- Product Selection and Pricing
- Distribution Methods
- Terms and Conditions
- Internal Organization and Procedures
- Sales Goals: Profit and Loss Forecasts

## Part IV

### Tactics: Action Steps

- Primary Target Countries
- Secondary Target Countries
- Indirect Marketing Efforts



# Sample Outline for an Export Plan cont'd.

## Part V

### Export Budget

- Pro Forma Financial Statements

## Part VI

### Implementation Schedule

- Follow-up
- Periodic Operational and Management Review  
(Measuring Results Against Plan)

## Addenda

### Background Data on Target Countries and Market

- Basic Market Statistics: Historical and Projected
- Background Facts
- Competitive Environment





## Contact Us:

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